

ST10377352
Zaheer Mahomed
WEDE5020
POE

PART 1

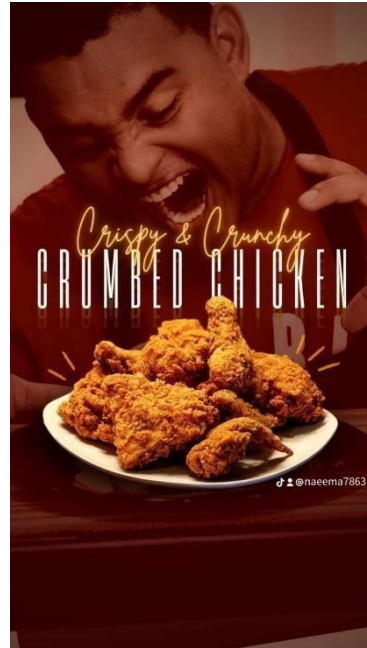
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Mammas chicken

The website that I would like to design is for a business that sells a product or service. The website will be on a fast-food franchise. This franchise is different from its competitors because it is not all about making money and high profits as the farm where the chicken comes from are in a rural area and the business gives back to the area surrounding as that is where the company originated from. I feel that companies should create a website when starting their business as it contributes to advertising and people worldwide can view the website, drawing more customers to the company. A website allows customers to interact with the business without the need for a physical person to assist every customer's needs as it will cost time and, in this day, and age many people don't have time and want quick and easy service. Customers can leave a review and other people who are surfing the net can get an idea as to whether this specific company provides a good service or sells a good product. A website will cut the cost of the business as there will be no need for a person to work and interact with customers. On the website, customers can get access to the business's email and telephone number if there is a need to contact a person at the company. Photos can be seen of the product or photos of the service that the company has done in the past. A company with a website can grow fast when promotions and special deals are released. Websites give the customer a sense of comfort as it confirms that the business is real and not a scam. The customer can also see that the company is professional which gives a better perception of the business. The website that I will design will have a homepage that will have the logo and branding and a brief intro about the product or service. My next page will be a piece of more information about the product or service that I will be providing. I will have a page full of pictures of the product or service being offered. Thereafter the next page will be a short paragraph telling the customer about us and how we came about. The last page will be a contact page where customers can contact us.

ASSETS









Mammas
TASTED BETTER CHICKEN

PROUD SUPPORTER



Mamma's this weekend @ Howick High School

Over 36 schools participating throughout Kwa-Zulu Natal.

**SAVOUR THE MOMENT WITH
MAMMA'S GREAT TASTING CHICKEN**

VISIT THE MAMMA'S FOOD TRUCK AT THE EVENT

TIMES OF PLAY

SATURDAY	8AM - 4PM
SUNDAY	8AM - 4PM

Food Truck

we put it, your life up

www.mammasfoodtruck.co.za

FOR MAINSTREAM, CORPORATE
AND PRIVATE EVENTS

Portion 106, Main Street
Ladgettston KwaZulu Natal, 3270

T +27 (0) 64 540 4674









references

https://www.canva.com/design/DAffELKdZ6U/iVaSUG0RyH_nlioTTOQ0xA/edit

Website pages and content

1. Homepage

Logo

Slogan

Information

Copyright

Link to instagram

2. About us

Background Image A small
paragraph about business copyright

3. Product

Images of different products

Copyright

4. Gallery Images of business

Copyright

5. Contact us

Table of contact details

Copyright

Instagram tag

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PART 2

IMPROVEMENTS TO PART 1 –

I have also added a lot more comments so that a person who is not a coder will understand the code better.

Homepage: -I added colour to the background to make it more appealing and less plain and boring. I made the footer wider to end in line with the background colour. I have also changed the cursor to a pointer as I felt a regular arrow is boring. I have also moved the content to the middle of the page. I added more news to the latest news category.

About us: - I have added an image as the background to make the appearance less plain and simple and I have added a border around the paragraph. I changed the cursor to a pointer as it is more fun than a normal arrow. I changed the font of the paragraph as the default font was boring. The cursive font gives the idea that the paragraph was handwritten. I also added weight to the font.

Product: - I realized I did not have enough content or pictures on my product page and added more images. I realized that the images were also squashed so I increased the height of all the images by 50. I changed the cursor to a pointer as it is more fun than a normal arrow. I changed the font of the word "products".

Gallery: - I added more content as the gallery page looked empty. I also added a background colour to make the images pop and look vibrant.

Contact us: - I have added an Instagram icon for people to click on and direct them to the mammas chicken Instagram page. I have put the table with the contact information in the center of the page as it is neater.

I have also made the website responsive to different devices so it is easy to use for every device that goes into the website.

Improvements to process document part 1: -

I have added more images to the document as improvements to part 1.

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PART 3

Improvements to part 2: –

Homepage: - I changed the company logo as I felt the logo I designed in the beginning was a bit boring and plain. I also added a google form in the footer where users can sign up for a weekly newsletter. I have also changed the colour of the footer as I feel there was too much of red on the page. I also spaced out the top nav as I realized that it looks better on the page. I moved the top nav above the logo as it looks better than the top nav below the logo. I also added an Instagram logo in the footer that directs you to the company's Instagram page and a WhatsApp logo that directs you to the company WhatsApp chat. The icons are also purple in colour to notify users that it is clickable. I added a go-to-top button with javascript.

About us: - I redesigned the company logo and added the new one. The old logo was boring. I also changed the "about us" font colour from black to white as the white makes it better to see the text. I move the top nav above the logo as it looks better than the top nav below the logo. I added an Instagram logo in the footer that directs you to the company's Instagram page and a Whatsapp logo that directs you to the company Whatsapp chat. The icons are also purple in colour to notify users that it is clickable. I added a go-to-top button with javascript.

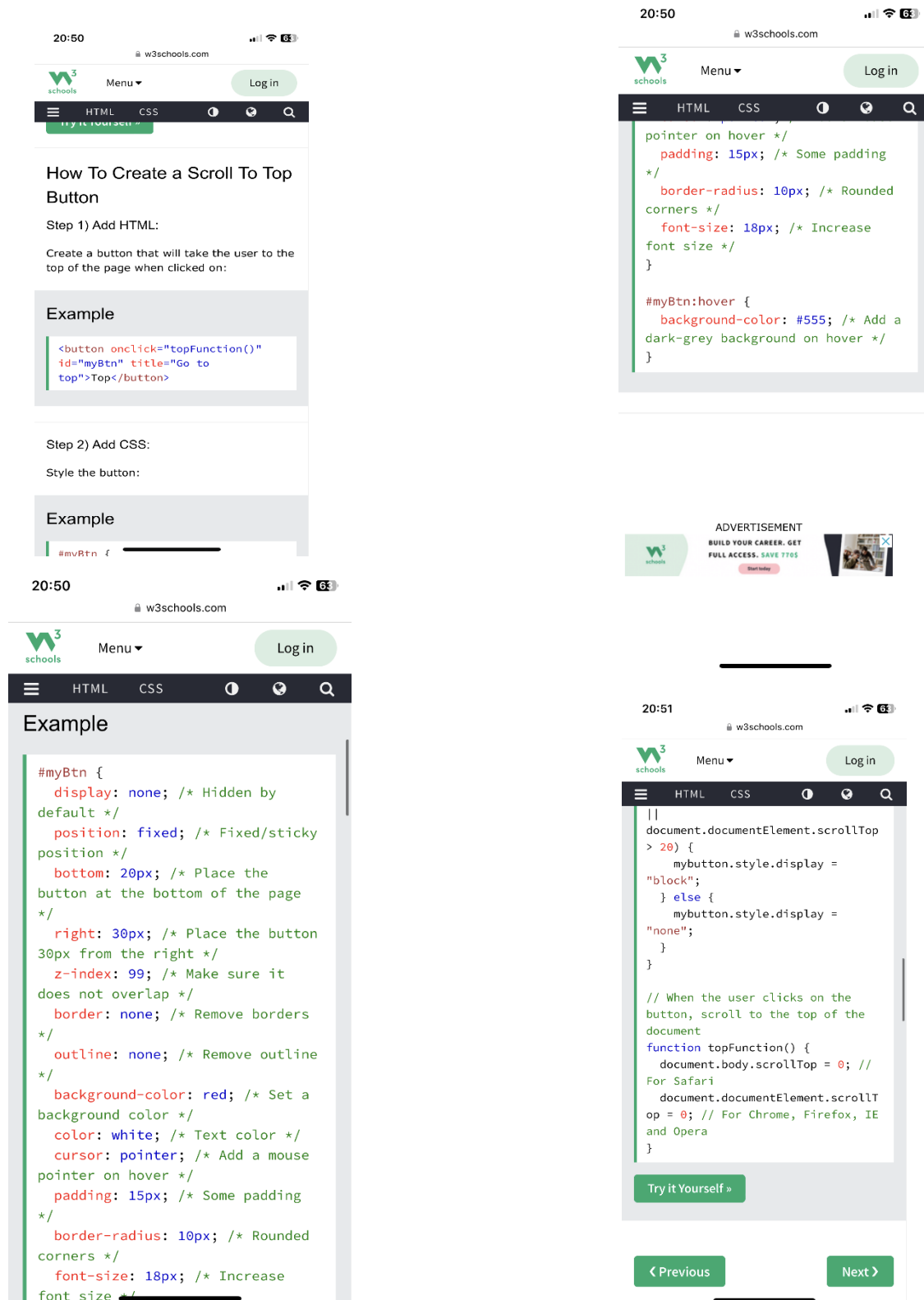
Product: - I moved the “products” text to the middle of the page as it makes the page look neater. I also added an Instagram and WhatsApp icon that works, and I made the colour purple so people know that they can click on it. I added a go-to-top button with javascript.

Gallery: - I added an Instagram and whatsapp icon that directs you to either page depending on which icon you click on. I added a go-to-top button with javascript.

Contact us: - I moved the Instagram icon inside the footer as it makes more sense and I also made the icon bigger so people can see it better and added a working WhatsApp icon. I made the table bigger so it can be read easily. I added a validation form. I added a go-to-top button with javascript.

Functionality: -

I have implemented javascript to my code to add additional functionality. I have added a scroll to top button on every page of my website. If a user scrolls all the way to the bottom of the page a button will appear at the bottom right of the page that will allow the user to scroll all the way to the top of the page with a single click of a button. This makes it easier for the user.



SEO: –

Mobile-friendliness - I have made the website responsive so that it is accessible on different devices and also compatible.

High-quality content creation – I added news about the company for people to read.